

SUB A17

Abstract of the Disclosure

A rapidly deployable, integrated online sales system consisting of a core storefront application that executes on a conventional web database server, a guided buying and sales configuration module for selling complex custom products and services, a content management module, a recommendation system for predicting the preferences of individual customers and making specific real-time recommendations during a shopping session, an advertising management system, a profiling system for customizing customer interactions based on the site visitor's demonstrated interests, and a reporting system that provides accurate and reliable analysis of user' behavior to create the valuable reports. The various components of the desired system are preferably first assembled as a pre-integrated prototype system on a source computer that can be rapidly recreated using pre-written operating system installation scripts which execute during the deployment process, prompting the installer to provide data values used to modify the content of pre-written configuration template files to accommodate the special needs of each individual installation. A web-based user interface provides centralized system administration which include content management, content workflow, user management, product management, the creation of advertising programs, and the design and invocation of analytical reporting functions.

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